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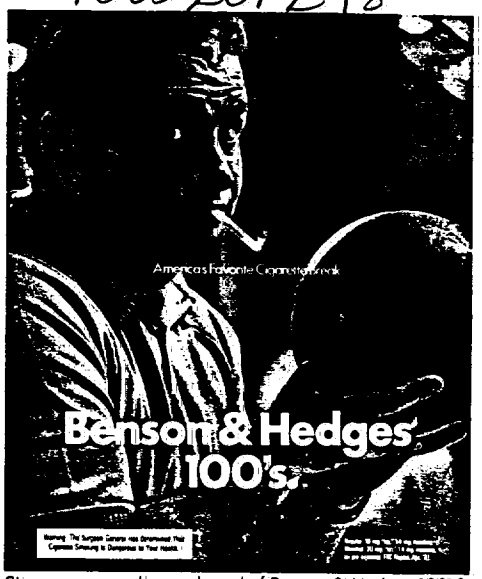

Six years ago, whoever heard of Benson & Hedges 100's?

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Today, it's the number one 100 millimeter brand.

Number ten of all brands, and growing at the rate of four times the industry. Selling at the rate of over 18 billion a year.*

America's Favorite Cigarette Break.

*Maxwell Report, First Quarter, 1972

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Source: https://www.industrydocuments.ucsf.edu/docs/lryk0000